

Jordan Banafsheha

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EDUCATION

University of Southern California, Viterbi School of Engineering

GPA: 3.32

Bachelor of Science in Computer Science / Business Administration

May 2017

- Minor: Mobile Application Development
- Relevant courses: Object-Oriented Programming in C++, Data Structures in C++, Design for User Experience

SKILLS

- Proficient: C++, Java, HTML, CSS
- Familiar with: Objective-C, Python, JavaScript, PHP, SQL
- Languages: Hebrew and Farsi

EXPERIENCE

Disney Interactive, Star Wars: Commander

Los Angeles, CA

Product Manager Intern

Present

- Designing, Researching, and Writing Specs for new Social Features and new Game Mechanics
- Analyzing game health, monetization, and user data by writing SQL Queries to access data from databases
- Conducted Competitive Analysis on the Mid-Core Gaming Market

BillGuard

Tel Aviv, Israel

Product Management Intern

Summer 2014

- Designed graphics for Facebook and Twitter ads in Photoshop CS6 which drove downloads to the app
- Managed a \$100,000 monthly budget for Facebook and Twitter ads
- Conducted A/B testing with ad images, texts, and audiences which led to a decrease in CPA by 50%
- Designed new features and graphics for the Android and iOS apps

JBwebsitebuilder

Los Angeles, CA

Owner and Operator

July 2011 to present

- Provide the full spectrum of web-related tasks, including UX design, graphic creation, development, and SEO
- Recruited and managed world wide team of 4 to design, program, debug code, and market WordPress solutions
- Secured a partnership with CyberChimps and created custom plugins which have been downloaded over 45,000 times

Bread & Butter

Los Angeles, CA

Co-Founder and Head of Product

June 2014 to present

- Prototyped and Designed a web and mobile solution for restaurants and non-profits to connect and donate foods
- Worked with clients to develop new features and optimize the platform
- Manage a team of 3 interns working on marketing and design materials

ADDITIONAL EXPERIENCE

TAMID Group

Los Angeles, CA

- Consulted for ZULA App, a \$3 million Microsoft Venture backed company September 2013 to present
 - Beta tested ZULA's iOS and Web App which led to major components of the UI changing, as well as the addition of new features
 - Conducted market research and competitive analysis
- National Operating Board Member, making decisions for over 1200 active members, as well as over 500 alumni
- President at the USC Chapter 2015, VP of Operations 2014

HACKATHONS

- Attended HackTech, LAHACKS, AngelHack, and PennApps.
 - Number 1 App prize from Intel
 - Grand Prize from AngelHack
 - Best Idea Prize from Bloomberg
 - Best app from Mitek systems

PERSONAL PROJECT

- **PoliticalMemes.com**
- Received over 250,000 hits

SCHOOL PROJECT

- **Netflix Clone**
- Developed in C++
- Used only custom data structures